

PX23

PX23 Attachment J

Documents discussing threats and chargebacks, obtained
from Blair McNea's computer

From: Jenny Johnson <jenny@revlive.net>
Sent: Friday, February 10, 2017 9:32 PM
To: 'Blair McNea' <bmcnea@gmail.com>
Subject: % of threats that chargeback
Attach: Threat %.xlsx

Ok, so I think this is what you are looking for, this breaks out what kind of threats and then shows of all the threats we received, what % became a chargeback. I then broke it down based on if they got a partial refund, full refund or save sale.

I attached all clients, here is Wave Rock. In November of last year there were 9472 interactions, 829 of those made a threat and 68 turned into a chargeback. That's 8.2% that threatened and turned into a chargeback. 1041 of those interactions were a full refund, 665 of those had made a threat and 56 became a chargeback, so 8.42% What you can see if most of your chargebacks are coming from the people getting 100% refunds, so does it make sense to be giving them 100%?

Name	Total	CBThreat	% CBThreat	BBBThreat	%
Wave Rock	9472	420	4.43%	166	
100	1041	351	33.72%	126	
75	33	5	15.15%	0	
60	167	9	5.39%	0	
50	37	3	8.11%	1	
35	180	5	2.78%	3	
15	1	0	0.00%	0	
10	72	2	2.78%	1	
18.71	14	0	0.00%	0	
9.41	310	1	0.32%	0	
0	6234	24	0.38%	23	
RMA/Clean Cancel	1383	20	1.45%	12	

Jenny Johnson - CEO | RevLive
p : 303.218.6617 | skype: jennyfredjohn

Threat %.xlsx

Name	Total	CBThreat	CBThreat %	BBBThreat	BBBThreat %	AGThreat	AGThreat %	FTCThreat	FTCThreat %	LAThreat	LAThreat %	OtherThreat	OtherThreat %	TotalThreat	Threat %	CB	CB%
F9 Advertising LLC	23968	2018	8.42%	719	3.00%	262	1.09%	36	0.15%	514	2.14%	404	1.69%	3353	13.99%	430	12.82%
100	3958	1187	29.99%	381	9.63%	137	3.46%	18	0.45%	251	6.34%	255	6.44%	1852	46.79%	203	10.96%
70	4	1	25.00%	1	25.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	50.00%	0	0.00%
50	945	217	22.96%	78	8.25%	23	2.43%	5	0.53%	48	5.08%	28	2.96%	348	36.83%	38	10.92%
35	803	169	21.05%	79	9.84%	23	2.86%	2	0.25%	63	7.85%	23	2.86%	335	41.72%	47	14.03%
15	526	1	0.19%	2	0.38%	0	0.00%	0	0.00%	2	0.38%	1	0.19%	4	0.76%	2	50.00%
10	112	2	1.79%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.79%	0	0.00%
38.71	57	2	3.51%	1	1.75%	0	0.00%	0	0.00%	1	1.75%	0	0.00%	3	5.26%	0	0.00%
28.71	31	1	3.23%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	3.23%	0	0.00%
18.71	67	1	1.49%	1	1.49%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.99%	0	0.00%
0	12332	245	1.99%	117	0.95%	51	0.41%	7	0.06%	81	0.66%	68	0.55%	479	3.88%	83	17.33%
RMA/Clean Cancel	5132	192	3.74%	59	1.15%	28	0.55%	4	0.08%	68	1.33%	29	0.57%	325	6.33%	57	17.54%
DSV2 Media	17308	790	4.56%	135	0.78%	14	0.08%	7	0.04%	194	1.12%	220	1.27%	1196	6.91%	71	5.94%
100	1164	349	29.98%	53	4.55%	8	0.69%	2	0.17%	85	7.30%	92	7.90%	508	43.64%	43	8.46%
50	489	80	16.36%	20	4.09%	0	0.00%	1	0.20%	23	4.70%	23	4.70%	130	26.58%	5	3.85%
30	273	41	15.02%	3	1.10%	0	0.00%	0	0.00%	7	2.56%	6	2.20%	55	20.15%	3	5.45%
15	358	44	12.29%	11	3.07%	0	0.00%	0	0.00%	11	3.07%	7	1.96%	71	19.83%	1	1.41%
10	503	1	0.20%	2	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	0.60%	0	0.00%
39.71	30	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
38.71	96	2	2.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.08%	0	0.00%
29.71	34	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
28.71	75	1	1.33%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.33%	1	1.33%	0	0.00%
19.71	71	2	2.82%	1	1.41%	0	0.00%	0	0.00%	2	2.82%	1	1.41%	6	8.45%	0	0.00%
18.71	191	2	1.05%	0	0.00%	0	0.00%	0	0.00%	1	0.52%	0	0.00%	3	1.57%	0	0.00%
0	9467	108	1.15%	22	0.23%	4	0.04%	3	0.03%	45	0.48%	55	0.58%	200	2.11%	10	5.00%
RMA/Clean Cancel	4557	159	3.49%	23	0.50%	2	0.04%	1	0.02%	20	0.44%	35	0.77%	217	4.76%	9	4.15%
Baza Marketing	14532	1389	9.56%	466	3.21%	193	1.33%	21	0.14%	152	1.05%	556	3.83%	2359	16.23%	178	7.55%
100	1553	737	47.46%	146	9.40%	157	10.11%	15	0.97%	71	4.57%	288	18.54%	1136	73.15%	44	3.87%
50	955	377	39.48%	146	15.29%	3	0.31%	2	0.21%	16	1.68%	123	12.88%	603	63.14%	50	8.29%
25	194	0	0.00%	75	38.66%	0	0.00%	2	1.03%	2	1.03%	40	20.62%	116	59.79%	7	6.03%
10	237	1	0.42%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.42%	1	100.00%
38.71	74	1	1.35%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.35%	0	0.00%
28.71	44	2	4.55%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	4.55%	0	0.00%
18.71	126	2	1.59%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.59%	0	0.00%
RMA/Clean Cancel	4608	129	2.80%	43	0.93%	7	0.15%	2	0.04%	36	0.78%	46	1.00%	232	5.03%	48	20.69%
0	6741	140	2.08%	56	0.83%	26	0.39%	0	0.00%	27	0.40%	59	0.88%	266	3.95%	28	10.53%
Dynamic Marketing	12542	1063	8.48%	344	2.74%	99	0.79%	14	0.11%	127	1.01%	399	3.18%	1771	14.12%	143	8.07%
100	1117	531	47.54%	91	8.15%	75	6.71%	11	0.98%	44	3.94%	193	17.28%	803	71.89%	32	3.99%
50	771	287	37.22%	92	11.93%	4	0.52%	1	0.13%	15	1.95%	108	14.01%	461	59.79%	47	10.20%
25	114	0	0.00%	60	52.63%	1	0.88%	0	0.00%	1	0.88%	17	14.91%	74	64.91%	3	4.05%
10	153	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
38.71	48	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
28.71	42	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
18.71	111	0	0.00%	0	0.00%	2	1.80%	0	0.00%	0	0.00%	0	0.00%	2	1.80%	0	0.00%
0	4285	125	2.92%	47	1.10%	5	0.12%	0	0.00%	47	1.10%	33	0.77%	220	5.13%	31	14.09%
0	5901	120	2.03%	54	0.92%	12	0.20%	2	0.03%	20	0.34%	48	0.81%	211	3.58%	30	14.22%
HEALTHY IMAGE LLC & C	12417	607	4.89%	128	1.03%	70	0.56%	10	0.08%	102	0.82%	203	1.63%	1002	8.07%	6	0.60%
Edge Brands	11254	713	6.34%	284	2.52%	99	0.88%	13	0.12%	134	1.19%	248	2.20%	1281	11.38%	0	0.00%
Premium Nutraceuticals	11174	889	7.96%	250	2.24%	140	1.25%	20	0.18%	104	0.93%	205	1.83%	1413	12.65%	227	16.07%
100	1041	385	37.02%	102	9.80%	65	6.24%	8	0.77%	35	3.36%	82	7.88%	572	54.95%	115	20.10%
50	721	308	42.72%	78	10.82%	42	5.83%	6	0.83%	13	1.80%	53	7.35%	459	63.66%	37	8.06%
19.71	175	1	0.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.57%	0	0.00%
10	237	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
0	3050	89	2.92%	21	0.69%	17	0.56%	2	0.07%	34	1.11%	27	0.89%	171	5.61%	39	22.81%
0	5950	105	1.76%	49	0.82%	16	0.27%	4	0.07%	22	0.37%	43	0.72%	210	3.53%	36	17.14%
Commerce Direct	10126	910	8.99%	325	3.21%	92	0.91%	15	0.15%	110	1.09%	383	3.78%	1551	15.32%	137	8.83%
100	993	464	47.02%	102	10.29%	77	7.77%	6	0.61%	50	5.05%	152	15.34%	685	69.12%	40	5.84%
50	697	256	36.73%	105	15.06%	3	0.43%	1	0.14%	10	1.43%	109	15.64%	434	62.27%	45	10.37%
25	133	0	0.00%	55	41.35%	0	0.00%	0	0.00%	0	0.00%	32	24.06%	87	65.41%	1	1.15%
10	201	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
38.71	49	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
28.71	37	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
18.71	128	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
0	3326	95	2.86%	22	0.66%	4	0.12%	6	0.18%	24	0.72%	35	1.05%	164	4.93%	32	19.51%
0	4564	93	2.04%	41	0.90%	8	0.18%	2	0.04%	26	0.57%	55	1.21%	181	3.97%	19	10.50%
Wave Rock	9472	420	4.43%	166	1.75%	72	0.76%	11	0.12%	134	1.41%	163	1.72%	829	8.75%	68	8.20%
100	1041	351	33.72%	126	12.10%	54	5.19%	8	0.77%	100	9.61%	136	13.06%	665	63.88%	56	8.42%
75	33	5	15.15%	0	0.00%	0	0.00%	0	0.00%	2	6.06%	1	3.03%	8	24.24%	0	0.00%
60	167	9	5.39%	0	0.00%	0	0.00%	0	0.00%	4	2.40%	0	0.00%	12	7.19%	1	8.33%
50	37	3	8.11%	1	2.70%	1	2.70%	0	0.00%	1	2.70%	0	0.00%	5	13.51%	0	0.00%
35	180	5	2.78%	3	1.67%	0	0.00%	0	0.00%	1	0.56%	0	0.00%	8	4.44%	0	0.00%
15	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
10	72	2	2.78%	1	1.39%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	4.17%	0	0.00%
18.71	14	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
9.41	310	1	0.32%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.32%	0	0.00%
0	6234	24	0.38%	23	0.37%	14	0.22%	1	0.02%	16	0.26%	15	0.24%	76	1.22%	9	11.84%
0	1383	20	1.45%	12	0.87%	3	0.22%	2	0.14%	10	0.72%	11	0.80%	51	3.69%	2	3.92%
TruBio Labs	6559	92	1.40%	35	0.53%	20	0.30%	3	0.05%	31	0.47%	30	0.46%	183	2.79%	11	6.01%
Shoreline	5460	415	7.60%	185	3.39%	55	1.01%	7	0.13%	99	1.81%	111	2.03%	732	13.41%	42	5.74%
Hartford Scientific	4951	343	6.93%	57	1.15%	52	1.05%	5	0.10%	45	0.91%	47	0.95%	494	9.98%	78	15.79%
Salamonie River	4396	221	5.03%	109	2.48%	40	0.91%	1	0.02%	61	1.39%	74	1.68%	437	9.94%	29	6.64%
Divine Youth	3881	268	6.91%	67													